

| <p style="text-align: center;">Debre Tabor University</p> <p style="text-align: center;">Faculty of Business and Economics</p> <p style="text-align: center;">Department of Management</p> | | | | | | |
|--|---|-----------------|------------------|---|-------------------|--------------|
| Department | <i>Management</i> | | | | | |
| Course Title | Marketing Management | | | | | |
| Course Code | <i>MBA4051</i> | | | | | |
| Module Name | Marketing and International Business | | | | | |
| Module Number | <i>MBA-M05</i> | | | | | |
| Instructor | <i>Name: Kindye Essa</i> | | | | | |
| | <i>Office Location:</i> | | | | | |
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| | <i>Consultation Hours:</i> | | | | | |
| ECTS Credits (CP) | 3 | | | | | |
| Hours (per semester) | <i>Lecture</i> | <i>Tutorial</i> | <i>Lab/Pract</i> | <i>Assign't/Preset'n</i> | <i>Home Study</i> | <i>Total</i> |
| | 32 | | | 20 | 45 | 97 |
| Lecture Days, Hours and Room | <i>TBA</i> | | | | | |
| Target Group | <i>1st Year MBA Students</i> | | | | | |
| Year/Semester | <i>Year I, Semester I</i> | | | | | |
| Pre-requisites | <i>None</i> | | | | | |
| Status of the Course | <i>Core</i> | | | | | |



COURSE DESCRIPTION

This course aims at giving an exposure to the real time marketing activities. It demonstrates the role of marketing in various industries; to explore the relationship of marketing with other management areas; and to show how effective marketing builds on a complete understanding of marketing techniques. The main focus will be on marketing conceptual framework, the marketing environment, types of markets, product decision, product development, branding and packaging, pricing decisions, factors influencing pricing, pricing techniques, distribution decision: channel and physical distribution decision, promotion decision: types of promotional messages and media.

COURSE OBJECTIVES

Upon completing this course, the student will be able to:

- Define basic/core marketing principles/ concepts
- Describe the marketing plan process and strategy
- Differentiate the leading theories and philosophies of marketing
- Solve cases of the basic discipline such as the economics, and behavioural sciences, in different marketing decision making scenarios.
- Explain international marketing
- Prepare a marketing plan for a firm.

SCHEDULES OF LECTURE TOPICS AND READING MATERIALS

| Lecture (hours) | Topic of the Lecture | Reference Materials |
|---|---|--|
| Chapter One: An overview of marketing and marketing management | | |
| 2 hrs | 1.1. Marketing and its core concepts 1.2. Philosophies of marketing 1.3. Importance of marketing 1.4. Scope of marketing 1.5. Companies' orientation to marketing 1.6. Goals of marketing system | <ul style="list-style-type: none"> ➤ Kotler, Philip, (2004) Marketing Management 13th ed. ➤ Kotler, Philip,(2003) principles of Marketing. |
| Chapter Two: Marketing Environments | | |
| 2 hrs | 2.1. Meaning of marketing Environment 2.2. Internal and External Marketing environmental Elements | <ul style="list-style-type: none"> ➤ Kotler, Philip, (2004) Marketing Management 13th ed. ➤ Kotler, Philip, (2003) principles of Marketing. |
| Chapter Three: Analysing Marketing Opportunities | | |
| 5 Hrs | 3.1. Marketing Research and Information Systems 3.1.1. What is marketing information? 3.1.2. Importance of marketing information 3.1.3. Marketing information system 3.1.4. Objective and procedure of marketing research 3.2. Consumer buying behavior 3.2.1. The buyers decision process 3.2.2. Major factors influencing buying behaviour 3.2.3. Consumer buying, role 3.3. Organizational buying behavior 3.3.1. Characteristics of Business Market 3.3.2. Buying situations in organizational buying 3.3.3. Decision making process in organizational buying 3.3.4. Influence on organizational buying decision | <ul style="list-style-type: none"> ➤ Kotler, Philip, (2004) Marketing Management 13th ed. ➤ Kotler, Philip,(2003) principles of Marketing. |
| Chapter Four: Selecting Target markets | | |
| 5 hrs | 4.1. measuring and forecasting demand 4.2. Market segmentation 4.2.1. Meaning of Market segmentation 4.2.2. Basis of segmenting the market 4.2.3. Importance of Segmentation 4.2.4. Procedures of Market Segmentation 4.3. Targeting the Market 4.4. The concept of positioning | <ul style="list-style-type: none"> ➤ Kotler, Philip, (2004) Marketing Management 13th ed. ➤ Kotler, Philip,(2003) principles of Marketing. |

Chapter Five: Managing Marketing Mix Elements

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|--|---|---|
| 9 hrs | <p>5.1. Product planning</p> <p>5.1.1. Meaning of a product</p> <p>5.1.2. Classification of a product</p> <p>5.1.3. Product Life cycle</p> <p>5.1.4. New Product Development Process</p> <p>5.1.5. The Concept of Product Mix and Product Line Introduction to Branding, Packaging and Labeling</p> <p>5.1.6. Designing and managing service (nature of service, marketing strategies for service firms, managing product support service)</p> <p>5.2. Pricing Decision</p> <p>5.2.1. Meaning of Price</p> <p>5.2.2. Pricing Objectives</p> <p>5.2.3. Factors Affecting Pricing Decisions</p> <p>5.2.4. General Approach to Pricing</p> <p>5.3. Placing the Product</p> <p>5.3.1. Meaning and Importance of Distribution</p> <p>5.3.2. Factors Influencing channel Decision</p> <p>5.3.3. Channel Decision</p> <p>5.4. Promoting the product</p> <p>5.4.1. Meaning of Promotion</p> <p>5.4.2. The purpose of promotion</p> <p>5.4.3. Promotional Mix Elements:</p> <p>5.4.3.1. Advertising</p> <p>5.4.3.2. Sales Promotion</p> <p>5.4.3.3. Public Relation and publicity</p> <p>5.4.3.4. Personal Selling</p> | <ul style="list-style-type: none"> ➤ Kotler, Philip, (2004) Marketing Management 13th ed. ➤ Kotler, Philip,(2003) principles of Marketing. |
| Chapter 6 : Value Chain Analysis | | |
| 4 | <p>6.1. Meaning of Value Chain</p> <p>6.2. Concepts of Value chain analysis</p> <p>6.3. process of value chain Analysis</p> | <ul style="list-style-type: none"> ➤ Kotler, Philip, (2004) Marketing Management 13th ed. ➤ Kotler, Philip,(2003) principles of Marketing. |
| Chapter 7 – International Marketing | | |
| 4 | <p>7.1. Meaning of international marketing</p> <p>7.2. Objective/reasons of international marketing</p> <p>7.3. Firm’s orientation to international market opportunity</p> <p>7.4. Techniques of international marketing</p> | <ul style="list-style-type: none"> ➤ Kotler, Philip, (2004) Marketing Management 13th ed. ➤ Kotler, Philip,(2003) principles of Marketing. |

METHODOLOGY

The delivery method shall be student-centered. Students are highly expected to participate in class works. Specifically, the course will be delivered through lecture method, reading assignments in-class problem solving and take-home assignments.

ASSESSMENT METHODS

Student evaluation in this course consists of both formative and summative assessments including assignments and final exam.

| Assessment method | Weight |
|---------------------------|-------------|
| Assignment-I (Individual) | 10% |
| Assignment-I (Group) | 20% |
| Test 1 | 20% |
| Final Exam | 50 % |
| Total | 100% |

REFERENCES

- Kotler, Philip, (2006). Marketing Management, 12th Ed. New Jersey, Pearson edition. U.S.A
- Kotler, Philip, (2004). Principles of Marketing, 10th Ed. Prentice-Hall Inc, New Delhi
- Christopher, Marking and McDonald, Malcolm. **Marketing: and Introductory Text**, Bath press, Great Britain, 1995.
- J.Baker. Michael. Marketing: An Introductory Text, Bata Press, 1996.
- J.Baker, Michael: Marketing: Theory and Practice Bath Press, Great Britain,1995.
- Lancaster, Geoff and Reynolds Paul, Marketing. Reed Educational and Professional publishing Ltd., 1995.
- R. Dickson, Peter, Marketing Management 2nd ed, the Dryden Press, U.S.A., 1997.